

Annual General Meeting
Knowledge asset management and the emergence of the knowledge service provider

David McLean, Ernst & Young

David McLean, Chief Knowledge Officer for Ernst & Young South Africa and Director of the firm's Centre for Business Knowledge, talked about Knowledge Asset Management and the Emergence of the Knowledge Service Provider.

Notes taken:

Knowledge asset management consists of creating value out of what your business knows. Products are changing into smart services i.e. Cell phones can fax etc. Everything is more information intense. Individual content providers, community providers and connectivity providers already exist, the value is in the way they are bundled together. Connectivity provision changed radically with the launch of the Internet and this in turn changed the way content and connectivity can interact.

Information can be:

External, available by subscription Internal, generated by a service you provide i.e. information about the customers.

It is no good building a storehouse of information if it is not going to be used profitably. We need to look at the community to get them to add/create value by the use of the content you provide. We need to create a sharing environment and look beyond our own boundaries. Businesses want solutions, not just a collection of different content providers.

Practical experience - it is necessary to:

- Instigate a "knowledge audit" - co-developing with the user group to ensure that information is closely linked to specific business needs.
- Map the knowledge and link it to specific business processes
- Define the knowledge hotspots: Competency knowledge, Industry knowledge, and Client knowledge
- Connect it all through a web based end to end solution.

The value of knowledge management is that it enables highly focussed content to be grown and then deployed to the fingertips of a defined community. It must be:

- Cost-effective end to end professional management - NOT IT Intensive.
- Have focus - don't be a multisource overload
- Speed to value - quick to implement
- Flexibility - a 'plug and play' approach to acquire advanced and sophisticated business capabilities
- Real time links to global peers
- Global remote accessibility

Knowledge Service Providers bundle the 3 C's into an end to end e-solution:

- Content is king - understand what is needed and when

- Community first - enterprise wide second.
- Right Knowledge management solution can put global leading practices at the fingertips of your team and even have them contribute their own solutions.

The speaker was followed by:

The Chairman's Report
The Financial Report

The election of new Committee Members:

Maureen Brassel Chairperson
Chris Cromhout Treasurer
Cornel Muller
Devind Peter Secretary
Di Kruger Newsletter Editor
Dorette Snyman
Glenda Myers Ex-Officio
Hannalie Knoetze Meetings Organiser
Ingrid de Bont Membership
Martie van Deventer Co-opted - Web Page

Southern African Online User Group
<http://www.saoug.org.za>
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